

INTEREST IN PURCHASING CAPRI
 (Among Women)

| N= | Weighted Total 279* | AGE | | |
|-----------------------------|---------------------------|-------|-------|-------|
| | | 18-24 | 25-34 | 35-54 |
| | | % | % | % |
| <u>Purchase Interest</u> | 48 | 59 | 42 | 49 |
| Definitely buy them | 23 | 27 | 20 | 24 |
| Probably buy them | 25 | 32 | 22 | 25 |
| Might Or Might Not Buy Them | 16 | 19 | 17 | 15 |
| <u>Negative Interest</u> | 36 | 22 | 41 | 36 |
| Probably not buy them | 15 | 12 | 15 | 16 |
| Definitely not buy them | 21 | 10 | 26 | 20 |

* = Weighted by age as a percent of the marketplace

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